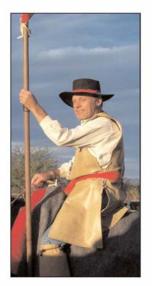
ANNUAL IMPLEMENTATION PLAN



THE JUAN BAUTISTA DE ANZA NATIONAL HISTORIC TRAIL

October 1, 2004 - September 30, 2005







Vision

By 2020, thousands of people will knowingly use the Anza Trail each year. They will be able to start their journey in Mexico where Anza first recruited members for the expedition. The visitor will be able to travel a well-marked trail connecting interpretive facilities that provide a variety of perspectives on one of the most epic events in the history of North America. The story of Juan Bautista de Anza and the colonists who followed him from Mexico to San Francisco will come alive through signs, living history programs, multi-media museum exhibits, and school curricula. Those that follow in the expedition's footsteps will discover places that the settlers saw, as well as landscapes that have been transformed partially because of their actions. A journey along the trail will provide insight into a vanished age when history was written by a small band of settlers headed for an unknown home on the edge of what was the end of the Spanish Empire. The Anza trail will draw together the rich heritages of Spain and Mexico in what is ultimately a uniquely American story exposing a broad and diverse range of visitors to its story and resources. The Juan Bautista de Anza National Historic Trail will be an established, well-known and respected institution. A broad range of partners and volunteers will provide continued support for the interpretation of this important American story.

Purpose

The Annual Implementation Plan for the Juan Bautista de Anza National Historic Trail is the second component of the Comprehensive Interpretation Plan. It is an action-oriented document identifying specific issues and projects that will be addressed during the current fiscal year. The action items addressed in the AIP come directly from the proposals identified in the Long Range Interpretive Plan.

Summary

It has been two years since the completion of the Long Range Interpretive Plan (LRIP). The plan provides specific direction as to the major interpretive projects to be addressed in this year's Annual Implementation Plan. This marks the second year that the Juan Bautista de Anza National Historic Trail has attempted to plan and implement an annual interpretive plan.

The LRIP identifies over one hundred action items divided into three specific phases for trail interpretation during the next decade. In the initial phase, staff

will focus on increasing the public's knowledge about the existence of the historic trail. This year will mark the completion of this phase.

In summary, by the end of FY 2005, the Anza Trail staff will complete the following tasks:

- Complete identification of key advisory groups and individuals to review park publications and media
- Expand the Anza Trail website to serve as a virtual visitor center that will provide a centralized resource for all materials related to the Juan Bautista de Anza National Historic Trail including site bulletins for the entire trail route
- Complete demographic research on trail users, how they use the trail, and the most effective interpretation for reaching targeted audiences.
- Complete signage along the driving trail
- Ensure that each principal county contact has received at least one visit from Anza Trail staff and receives the materials they need to effectively communicate the Anza Trail story.

The second phase of the LRIP extends through FY 2008 and builds upon the increasing level of public knowledge about the trail to increase interpretive outreach. At this stage, activities, programs, and exhibits will be designed to encourage a greater sense of connection with the trail's thematic resources. Opportunities during the last year have allowed the trail administration to move ahead on a number of the implementation items from this phase. These included:

- Expansion of existing Anza Trail education program.
- Development of Trail Passport Stamps for all Tier I visitor centers.
- Publication of detailed maps of the entire trail route

The third phase of the plan sees the trail as an international reality. It will end in FY 2013 and envisions offering visitors a more continuous trail experience that is international in scope. The action items for this phase are dependent on a certain level of success for the previous two phases. The on going trail guide project sponsored by Dr. Greg Smestad is a good example of the connection that links various projects. Smestad is creating a phase three goal – the creation of a trail guide through the Challenge Cost Share program that will offer visitors information about historical sites on the trail, the Anza expedition, and recreational opportunities. Smestad's project depends on the availability of detailed GIS based maps – a second phase goal. During FY 2005, the trail hopes to see:

- Completion of the Anza Trail Guide
- Completion of Driving Trail in Baja California

Analysis of Current Program

FY 2004 marked the first year that the trail was able to use both the Long Range Interpretive Plan and an Annual Implementation Plan to direct trail interpretive efforts. The AIP provided some much needed structure in how the trail hopes to reach its many goals.

In general, trail staff did a good job in meeting the list of actions identified in the AIP. The amount of work required to effectively meet all of the implementation items was greater than the time available for staff to complete the tasks. Efforts to contract out various tasks or to use volunteers and partners helped offset the deficit but failed to meet all of the needs. Following is a summary of the Actions stipulated in the FY2004 AIP and whether or not they were achieved:

Resources -

• Native American Issues – Representatives from the Miwok, Ohlone, Quechan, and Tohono O'odham tribes were contacted during the year. In some cases, they reviewed existing materials and potential exhibits. Advice was sought on the type of interpretive materials that would be useful in those communities. Some tribes requested that exhibits include their indigenous languages. Others suggested the inclusion of more exercise related issues to encourage hiking or bike riding along the trail. All appreciated being included in the review process.

Note – In all cases, no one person was identified to serve as the tribal liaison or advisor simply because of the diversity of opinions related to tribal matters within the community. We will have to rely on consensus among tribal advisors in the future.

• Latino/Hispanic Heritage – Various individuals have been identified and consulted. Beginning this fall, staff will begin meeting with Latino/Hispanic focus groups in Tucson, Los Angeles, and San Francisco to gain input on and increased review of interpretive products.

Assembled Resources

• Online Resources – The NPS website will increasingly serve as an information repository, although it will continue to be linked to Web de Anza for archival resources. A Frequently Asked Questions sheet was reviewed and published. Increased internet links to Anza resources were published on the NPS website.

- Noticias Noticias was published quarterly and included a number of indepth articles on driving the entire trail, the new Anza manuscripts, and the Monterey Guide.
- Information Packets Trail staff assembled a press information kit in cooperation with Arizona and California Travel Bureaus that was widely distributed at their annual conference. Staff was unable to assemble any additional visitor information packets or teacher information packets.
- **Demographic Study** Trail staff is continuing to assemble data from the field on the demographics of trail users and how they are using the Anza Trail. The numbers are now statistically significant, allowing staff to move into focus group studies. Target completion date remains May 2005.

Increased Public Knowledge

- Auto Route Signs- The superintendent received approval from Arizona Department of Transportation to place auto route signs between Nogales and Yuma. The NPS must provide funding for the manufacture and installation of the signage.
- **Site Bulletins** Site Bulletins were completed for one third of the counties along the trail and are available digitally.
- Maps Detailed maps are now available for each county. Virtually the entire recreational trail has been GPSed.
- Noticias Noticias has been published quarterly.
- Establish Visitor Information Sites Trail staff has met with and trained park staff at seven visitor information sites.
- Establish Volunteer Program Staff was unable to identify and work with county coordinators. We currently have approximately six county coordinators.

Increased Interpretive Outreach

• Education – Eighty teachers were trained in the Anza Trail Curriculum. The curriculum was translated into Spanish. A traveling trunk (haversack) is available. The curriculum is not yet available on the web.

• **Trail Passport** – Trail passports are available at all of the national and state visitor centers associated with the trail.

An International Reality

• An International Reality – Trail Signage – Signs have been produced and a booklet published for the trail route in Baja California, but the installation of the signs has been delayed.

During 2004, trail staff and volunteers continued to offer interpretive programs to 20 different groups. One of the highlights of the year was the Cabalgata 2004 – a six-day trail ride and hike along the Anza Trail from Nogales to Tucson. Hundreds of people participated as hikers, equestrians, volunteers, and spectators. There were numerous opportunities for interpretive connections as well as recreational outings on the Anza Trail.

Management Issues Facing Interpretation

In 2004, the trail staff identified three overarching concerns that had direct effects on virtually all interpretative operations. These were support and staffing of volunteer operations, outreach to new audiences, and sustainable funding sources. These three issues continue to be primary concerns for the trail. Some headway has been made on all three but much still needs to be done:

I. Support and staffing from volunteer groups – The historic volunteer structure for the Anza Trail, with one friends group in Arizona and another one in California, meets some of the various trail's interpretive needs but fails to reach the vast majority.

In Arizona, the Anza Trail Coalition of Arizona has only a limited number of representatives in five counties who primarily represent the trail at public events and local fairs. Two to three interpretive hikes are offered annually by trail VIPs. The Santa Cruz county organization focuses more of its energy on trail construction activities with some representation at special events and fairs.

In California, the Amigos de Anza limit their interpretive efforts to sponsoring youth equestrian activities and has ceased to function as a state wide representative body. In its place, two local groups have started to take up some of the slack. In San Luis Obispo County, an Amigos de Anza group now exists that takes on a variety of tasks, including trail patrol, interpretive hikes, representation at fairs, and advocacy at local planning commissions. In Santa Barbara County, a partnership with the South

Coast Railroad Museum has led to a group of over 30 volunteers serving as guides along the Anza Trail on the Coast Starlight.

Although there are some very effective individuals and groups at the city and county level along the trail, the general lack of a functional friends group at the state or national level hampers the ability of staff to coordinate interpretive work. Trail staff will continue to implement the volunteer plan by looking to create local support groups centered on the Anza Trail.

2. **Diverse User Groups** – 2003-2004 demographic data from trail segments in Los Angeles, San Francisco, and Tucson is showing a relatively diverse user base, contrary to some initial assumptions held by trail staff. Preliminary study results show that this diversity of trail users has more to do with an increasing need for exercise, changing demographics, and commuting than with the effectiveness of existing interpretive resources. Future efforts to communicate an interpretive message to diverse user groups will be based on study results, due in May 2005.

On other fronts, in the summer and fall of 2004, NPS Staff trained 80 teachers in the Anza Trail curriculum in primarily underserved areas with highly diverse student groups. At the end of the school year, trail staff will poll teachers to see how effective this material was in reaching students.

3. Funding – The trail administration will continue to seek annual funding increases that offset the annual cost of living increases. The trail will continue to look for grant opportunities and partnerships that compliment projects that were identified in the AIP and LRIP. In FY 2004, approximately 7% of the trail budget for interpretive activities came from alternative funding sources.

Annual Work Plan

The annual work plan follows the same general format as the LRIP. It covers the completion of the first phase of the plan as well as a few items from the second phase. Continued interest by the Mexican government in trail signage in Baja California and Dr. Smestad's completion of the Anza Trail Guide are both third phase projects that will be completed during FY 2005.

1. Becoming an Anza Trail Resource

The trail administration will continue to work hard to become an accurate and comprehensive source of information related to the Anza Trail.

Resources

- Native American Issues Continue to update and identify individuals who can serve as tribal contacts in matters related to American Indians and the Anza Trail.
 - ACTION Update list of tribal representatives for each tribe along trail route.
- Latino/Hispanic Heritage Identify individuals to provide input on interpretive issues related to the Hispanic Community and the Anza Trail.
 - ACTION Assemble a series of Hispanic focus groups to identify effective interpretive tools.

Designate individuals to serve as authoritative advisors on content issues in interpretive materials relating to Spanish colonial history.

• Assemble Resources

Online Resources – Create a virtual trail visitor center that will serve as a clearing house for all Anza Trail related materials. This will be housed within the NPS web site and will be linked to the Web de Anza, which will continue to serve as the historic archive for the Anza diaries and other historic documents. A major trail goal will be to get all available resources onto the web for public use in a very user friendly format for the casual trail visitor.

ACTION- Create a Virtual Visitor Center

o Information Packets – Assemble information packets for easy distribution to trail partners and teachers. These packets will include both existing materials and items that would be especially helpful to a potential visitor or a school teacher.

ACTION- Create visitor information packets
Create teacher information packets
Create press packets

 Demographic Study – Knowing the current user base and their needs will help determine how to craft appropriate interpretive products for the future. ACTION- David Smith will complete work with NPS and SFAU (Stephen F. Austin University) staff on a demographic study by May 2005.

II. Increase Public Knowledge

 Auto Route Signage – The Auto Route signs have proven to be the most effective tool in communicating with the public at large. The trail segments in Baja California, Arizona, Sonora, and Sinaloa are not yet signed.

ACTION – Complete work with Arizona Department of Transportation to install trail signs.

Secure funding for the installation and creation of trail signage.

Complete installation of the Baja California signs.

 Site Bulletins – Each county along the trail will have a two sided, 8½" by 11" or 14" brochure or site bulletin describing the trail resources and history with a local focus.

ACTION – Complete site bulletins for each county and post to virtual visitor center. There are currently five completed.

Make printed site bulletins available to trail visitor centers.

o Trail Guide and Audio Guide – Having a guide that is detailed enough to offer historical and recreational information is a long term goal of the Anza Trail. Work by Dr. Greg Smestad through the Challenge Cost Share Program on a written and audio trail guide will serve this purpose.

ACTION- Complete the written trail guide for the Anza Trail.
Complete an audio guide for drivers along the trail.
Publish these guides in both written and digital
formats.

Identify funding sources for printing.

o Maps – Accurate maps are an important and effective tool for showing the public where the Anza Trail is located.

ACTION – All of the site bulletins will include accurate maps that depict the historic route, recreational trail, the auto route, and significant historical points.

Work will be completed on a robust GIS inventory for the entire trail. This includes a complete database of all existing recreational trail segments.

III. Establish a Network of Visitor Information Sites

• The LRIP identifies eight NPS and four state park sites that will serve as the principal visitor information sites along the trail.

ACTION – Trail staff will contact each visitor center at least once per year to assess their needs. Trail staff will visit each site at least once every two years to provide on site interpretation, update the state of the trail, and to provide volunteer and seasonal staff an orientation to the trail.

Create a general resource guide for each site, including information on historical and recreational sites associated with the trail.

IV. Establish a Volunteer Program

 County coordinators - Trail volunteers are crucial to the continued success of interpretation along the trail. Trail staff will need to expand the current volunteer base by implementing the provisions of the Volunteer Plan in the LRIP.

ACTION – Trail staff will work to identify and recruit one county coordinator in two counties along the trail.

V. Increase Interpretive Outreach

 Education – Many of the steps necessary for expanding educational outreach now exist. The trail will use the web, maps, the existing curriculum, and other resources from partners to reach more youth through educational programs. ACTION – Create a learning center as part of the virtual classroom.

Post curriculum to the web.

Post lesson plans to the web.

VI. An International Reality

o Trail Signage – Baja California

ACTION – Trail signs will be installed along the historic trail route in Baja California. The *Instituto Nacional de Antropología y Historia* is currently working to create a driving guide and install trail signs along the Anza Trail route.

New Interpretive Programs

In FY 2005, the trail interpreter will continue to use existing interpretive programs to reach audiences. These include:

Educational Programs – 4th Grade in class living history programs (60 minute)

Historic Trail Hikes – Life in the time of the Anza

Expeditions

Changing Landscapes – What has changed in two centuries?

Special Places - Hike for Physically/Mentally disabled

children

Adult Programs – Presidio to Mission Walk Living History Programs

Additionally, in FY 2004, the Anza Trail will continue to partner with the Crissy Field Center to provide interpretive programs on the Presidio of San Francisco. In 2004, this included a campfire talk, a junior ranger program, and a Presidio to Mission living history hike. Additionally, staff will continue to make presentations at appropriate regional and national conferences to inform the public about the Anza Trail.

Status of Implementation Plan

2005 is the second year that the Anza Trail has had an implementation plan. The plan has offered a much needed direction and a way to measure annual progress. Having a comprehensive plan allowed the trail staff to begin work on a system of

GIS dependent maps this year because it was an important building step for site bulletins, a trail guide, and a virtual visitor center. By the end of FY 2005, the trail staff will have completed the first phase of its strategic interpretation plan. Between 2005 and 2008, trail staff will further expand the education program to include art and music components; expand trail media to include an educational video about the trail; increasingly have a functioning volunteer program with a designated volunteer coordinator. Trail staff will continue to rely on partners, volunteers, private contractors, and the existing NPS staff to accomplish the action items identified in the AIP.